Hiten Gautami

Senior Software Engineer | Adobe Commerce (Magento 2) & Headless Commerce Developer

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Professional Summary

Adobe Certified Adobe Commerce (Magento 2) developer with 4.5+ years building enterprise and B2B e-commerce on Magento 2, BigCommerce and headless MedusaJS with Next.js. Led a dedicated team for a US-based client for 3.5+ years, scaling a headless platform to 50M+ product records. Specialized in custom modules, ERP and payment integrations, Elasticsearch, Akeneo PIM and AI (OpenAI) catalog automation.

Work Experience

Elsner Technologies Pvt. Ltd. India | Jan 2022 – Present

Senior Software Engineer Jan 2025 – Present

Software Engineer, E-commerce Development Jan 2023 – Dec 2024

E-commerce Development Intern Jan 2022 – Dec 2022

- Promoted from intern to Senior Software Engineer in three years.
- Dedicated developer and team lead for a US-based client for 3.5+ years, architecting and delivering full-stack Adobe Commerce (Magento 2), BigCommerce and headless MedusaJS e-commerce platforms end to end.
- Delivered 12+ Magento 2, BigCommerce and MedusaJS platforms for clients in the US, UK and Europe.

Technical Skills

E-commerce Platforms: Adobe Commerce / Magento 2 (Open Source, Adobe Commerce Cloud), BigCommerce (Catalyst, Stencil), MedusaJS, Headless Commerce, B2B Commerce

Backend & Magento Development: PHP 8.1+, Node.js, Custom Module Development, EAV, ORM, Dependency Injection, Plugins (Interceptors), Observers, Declarative Schema and Data Patches

Frontend: Next.js, React, TypeScript, JavaScript, Hyva Themes, Luma, Magento Page Builder, Tailwind CSS, Alpine.js, jQuery, HTML5, CSS3

APIs: REST API Design and Development, GraphQL, Webhooks

Search & Performance: Elasticsearch / OpenSearch, Redis, Varnish, Full-Page Caching, Page-Speed Optimization

Integrations: Akeneo PIM, ERP Integration (Custom REST APIs), Payload CMS, HubSpot CRM, Zoho Inventory, Google Merchant Center

Payment Gateways: Stripe, Braintree, PayPal, Apple Pay, Google Pay

AI: LLM Integration (OpenAI, Anthropic, Azure OpenAI, Groq), AI Agents and Tool Calling, Model Context Protocol (MCP), Claude Agent SDK, Vercel AI SDK, AI Catalog Automation and Product Content Generation, AI-Assisted Development (Claude Code, OpenAI Codex)

Databases: MySQL, MariaDB, PostgreSQL, SQL Server

DevOps & Tools: Docker, Git, Bitbucket, Composer

AI Projects & Integrations

AI SDLC Orchestrator | Ticket-to-deployment AI delivery pipeline

TypeScript, Node.js, Fastify, PostgreSQL, React, Claude Agent SDK, Vercel AI SDK, Vitest

- Built middleware that takes Jira tickets through AI analysis, developer-approved plans, AI coding on a branch, automated tests, AI code review with bounded fix loops, security scans, pull requests, QA approval, deployment and post-deploy verification. Every approval gate is enforced in code.
- Integrated Claude Code, OpenAI Codex, Gemini and Cursor as interchangeable coding and review agents, plus Jira Cloud (REST API v3, verified against a live project), GitHub and Bitbucket pull requests, and Slack.
- Secured the pipeline with AES-256-GCM encrypted credentials, least-privilege agent environments, secret scanning (gitleaks, Semgrep), automatic database backup and restore around each run, and kill switches.
- Built a React dashboard with live updates over Server-Sent Events, covered by unit and end-to-end tests.
- Used the pipeline to deliver Jira tickets end to end on a Magento 2 extension codebase.

Production AI Integrations | Client e-commerce platforms

- Integrated the OpenAI API into Magento 2 to generate product descriptions and meta titles/descriptions at catalog scale, released as the Magento 2 ChatGPT AI Extension on the Elsner Extension Store.

- Built AI data pipelines that ingest vendor data (Etilize), enrich content with AI and write structured data back to Akeneo PIM, eliminating manual product creation for a 50M+ record catalog.
- Built a CRM invoice module and redesigned the TaskHub UI/UX using AI-assisted development with Claude.

Projects

PCNation: Headless B2B & B2C Commerce Platform (MedusaJS) | www.pcnation.com

MedusaJS, Next.js, TypeScript, Node.js, Elasticsearch, Akeneo PIM, Payload CMS, PostgreSQL, SQL Server, Redis, Braintree, OpenAI

Role: Developer and Team Lead for a US-based client. Led the greenfield headless rebuild that is now PCNation's live commerce platform.

- Architected a hybrid B2B platform on MedusaJS with a two-way REST integration to the ERP (customers, quotes, returns, orders), keeping the ERP as the system of record for fulfillment and accounting.
- Designed a decoupled catalog pipeline that indexes the full Akeneo PIM catalog into Elasticsearch, making Akeneo the single source of truth for 50M+ product records.
- Built a custom Elasticsearch search engine with multi-tier relevance scoring (SKU/MPN match, fuzzy fallback, synonym and stock boosting), using OpenAI GPT-5 to pick the best facet filters for each category.
- Built a Braintree payment provider from scratch on Medusa's AbstractPaymentProvider interface, with saved-card tokenization for one-click checkout and ERP transaction sync.
- Built the B2B commerce layer: company accounts with employee management, spending approval workflows, request-a-quote, and tax-exemption document verification.

PCNation: Enterprise B2C Platform (Magento 2) | *Retired, replaced by the headless platform*

Magento 2, PHP, Akeneo PIM, Firebear Import, Ecometry ERP, Braintree, REST API

Role: Developer and Team Lead for a US-based client.

- Managed a Magento 2 catalog of 1M+ products, 1,400+ categories and 2,200+ attributes, synchronized with Akeneo PIM and serving 85,000+ customer accounts.
- Built a real-time REST API integration with the Ecometry ERP for customers, products and orders, and automated daily catalog imports with Firebear.
- Integrated Apple Pay and Google Pay through Braintree, extending Apple Pay vaulting so returning customers can reuse saved cards.
- Built a real-time delivery ETA on product, cart and checkout pages, and a customer order dashboard that brings online and offline orders together.
- Led Magento version upgrades, performance optimization, and theme and extension customization.

Pioneer Student: Group-Based Commerce Platform (Magento 2) | pioneerstudent.com

Magento 2, PHP, Page Builder, Custom Module Development

Role: Developer for a US-based client.

- Built 10+ custom Magento modules covering customer-group routing, shopping logic, shipping rules, banners, profiles, FAQ and payment overrides, delivering a segmented, admin-configurable store for 100+ institutional customer groups.
- Engineered customer group routing based on email domain, which sets pricing labels, category redirects and login flows from each customer's institution.
- Redesigned category pages with custom Page Builder layouts and widgets, and built tools that let non-technical admins create group-specific category pages without a developer.
- Built group-specific shipping and billing rules that auto-fill and lock address templates for each group, and clear stale quote data when a customer's group changes, eliminating address bugs.
- Led Magento version upgrades, performance optimization, and theme and extension customization.

Matrix Solutions: BigCommerce Storefront (Catalyst) | matrixsolutionsinc.com

BigCommerce Catalyst, Next.js (App Router, React Server Components), GraphQL Storefront API, TypeScript, Akeneo PIM, Elasticsearch, OpenAI, Google Merchant Center

Role: Developer for a US-based client.

- Developed and launched a BigCommerce Catalyst storefront on Next.js (App Router, React Server Components) and the GraphQL Storefront API, integrated with Akeneo PIM for 10,000+ SKUs.
- Cut page load times by up to 90% with streaming server-side rendering and asset optimization, and built an SEO-friendly URL layer for products, categories, brands, pages and blog posts.

- Built an AI content pipeline using OpenAI and third-party data enrichment that generates product descriptions, SEO meta tags, structured specs and product images, writing results back to Akeneo PIM and cutting manual data entry by 90%.
- Built an automated SFTP vendor-feed pipeline that detects file updates, converts vendor data to CSV, routes new, updated and discontinued items, and sends email notifications.
- Integrated Elasticsearch for configurable faceted search and sorting, and built a Google Merchant Center sync that merges storefront and PIM data into accurate shopping feeds.

NTW Online: Vehicle-Fitment Commerce (BigCommerce Stencil) | ntwonline.com

BigCommerce Stencil, React, Node.js, Elasticsearch, Akeneo PIM, REST API

Role: Developer for a US-based client.

- Built an Elasticsearch-powered Year/Make/Model vehicle fitment filter inside BigCommerce Stencil category pages, with a React interface.
- Built a Node.js fitment API and database layer for real-time "fits / does not fit" checks across the catalog.
- Designed a Package Builder for guided wheel-and-tire bundles, with real-time fitment checks and one-click add-to-cart.
- Integrated a vehicle visualization API that shows wheels and tires on the customer's own vehicle, including lifted vehicles and color variants, and built a Vehicle Garage for saving and switching between vehicles.
- Used AI in the Akeneo PIM and ERP pipeline to generate product descriptions and structure custom attribute data.

Econoco: Multi-Brand B2B Platform (Adobe Commerce Cloud) | www.econoco.com

Adobe Commerce Cloud, Magento 2, PHP, REST API, ERP Integration, B2B Commerce

Role: Developer, part-time engagement for a separate client.

- Architected a multi-brand platform on a single Adobe Commerce instance running 4 storefronts (Econoco, Mondo Mannequins, Sellutions by Econoco, Display Dispensary) on a shared backend.
- Built a real-time REST API integration that syncs pricing, permissions, and company and item data with the client's ERP, replacing legacy batch imports.
- Engineered a custom freight carrier module with primary/backup failover and ZIP-zone rate lookup, plus an automated split-shipment and backorder engine for B2B orders with mixed stock availability.
- Implemented tokenized payments that keep card data out of Magento's database, reducing PCI compliance scope.
- Extended Magento's core Wishlist module across multiple classes for client-specific wishlist behavior.

Beauty Route: Beauty E-commerce Platform (Magento 2) | beautyroute.com

Magento 2, PHP, HubSpot CRM, Microsoft Outlook, Tangent AI

Role: Developer for an international client.

- Integrated and customized HubSpot CRM with Magento for two-way sync of customers, products, attributes and sales orders.
- Built HubSpot email workflows and templates for customer communications, and connected Microsoft Outlook to HubSpot for sales and support email routing.
- Implemented Tangent AI virtual try-on (face filters) so shoppers can preview beauty products on themselves.

Magento Custom Extensions

Zoho Inventory Bi-Directional Magento 2 Integration

store.elsner.com/zoho-inventory-and-magento-2-connector

- Developed a two-way integration between Zoho Inventory and Magento 2 using webhooks and REST APIs.
- Synchronized customers, products, sales orders, invoices, shipments and credit returns across both platforms.
- Added bulk operations for syncing large volumes of records in one run.

Lunami AI for Magento 2 | 10 extensions | AI Chatbots, Model Context Protocol (MCP)

PHP 8.1+, Magento Open Source and Adobe Commerce 2.4.6–2.4.9, Luma and Hyvä, OpenAI, Anthropic, MCP

Lunami AI Core (shared foundation)

- Built a multi-provider LLM layer for OpenAI, Anthropic, Azure OpenAI, Groq and self-hosted models (Ollama, vLLM, LM Studio), with encrypted API key storage.
- Designed a tool-calling framework where every AI write action needs human approval, with an audit log of before/after snapshots, approver and time.

- Added safety guards (payment-data detection, rate limiting, store-scope handling) and shared extension points so each extension plugs in independently.

Lunami Shopping Assistant

- Built a storefront AI chatbot that finds products from plain-language questions and manages the cart, coupons, orders, tracking, returns and wishlists for guests and customers.
- Added streamed replies, voice input and spoken replies, and multilingual support (6 built-in languages, others auto-translated), on Luma and Hyvä from one codebase.
- Built an admin analytics dashboard (questions, tools used, products recommended, add-to-carts) and plug-in interfaces for the visual search, try-on and video add-ons.

Lunami Admin Assistant

- Built an admin AI assistant that answers plain-English questions from live store data (orders, inventory, customers, sales) and exports answers to PDF or Excel.
- Enabled AI-performed admin actions (prices, stock, coupons, invoices, shipments). Actions are off by default, each needs a one-time approval that expires, permissions are split by risk across ACL roles, and bulk changes are capped.
- Built AI product creation from any shop's product-page link (Amazon, Shopify, WooCommerce), and exposed 19 store tools to external AI clients over the Model Context Protocol (MCP).

Lunami Product Import

- Built bulk product import from CSV, Excel, ZIP image archives or Google Sheets links, with AI column mapping and saved mappings that reuse a supplier's layout with no AI call.
- Added a full check before anything is written (failing rows, field-by-field changes to existing SKUs). Variant rows become configurable products, and language columns become store-view translations.
- Ran imports in background batches through Magento's native importer, with one-click undo, history, scheduled re-imports and optional cost-capped AI enrichment.

Lunami SEO (AI SEO, AEO & GEO)

- Built an AI-run audit of every product, category and CMS page per store view, scoring technical, content, structured-data and AI-citability factors into one AI Search Readiness score.
- Generated fact-checked AI fixes (meta tags, FAQs, descriptions, alt text, translations) applied per store view with undo and an hourly autopilot, plus JSON-LD structured data, hreflang and llms.txt.
- Measured AI visibility by asking AI assistants real shopper questions from Google Search Console, and compared pages against competitors to find content gaps.

Lunami Visual Search

- Built search by photo in the AI chat: shoppers upload or take a picture and get matching catalog products.
- Used a vision model to describe the photo, search the catalog and re-rank results against the image, saying so when nothing truly matches.
- Added privacy controls: photos are deleted automatically after a set period.

Lunami Virtual Try-On

- Built AI virtual try-on that shows shoppers wearing a product from their own photo, from chat product cards or product pages.
- Added full, upper and lower body modes, an optional 360° view, and poses matching the product photos, using OpenAI image models.
- Kept costs predictable ($0.15–$0.38 per image, measured) with limits per shopper, per IP address and per day, a consent step and automatic photo deletion.

Lunami Video Support (live AI video assistant)

- Built a live video assistant that shoppers call from the chat. It listens, answers out loud with the chat's store knowledge and shows the products it mentions.
- Assembled the animated assistant live from short pieces of real video so it never visibly loops, and always labeled it as an AI assistant.
- Cached greetings so opening a call is free, keeping conversations at about $0.03 per minute, with limits on call length, calls per shopper and daily minutes.

Lunami Tile Visualizer

- Built a "see it in your room" tool that lays the exact tile on the shopper's own floor or wall photo at true size, with perspective taken from the photo's vanishing lines.

- Detected surfaces in the browser (the SlimSAM model on desktop, a lightweight method on phones), with 8 layout patterns, grout options and AI "design it for me" suggestions.
- Added a box calculator that accounts for room shape and cutting waste and adds the boxes to cart, with AI kept optional and capped by a monthly budget.

Lunami AI Training

- Built a training layer that teaches both assistants a store's own vocabulary, its products by meaning (embeddings merged with keyword search) and approved knowledge, without retraining the model.
- Added weak-answer detection from real chats, a free diagnosis that replays the assistant's own searches, nightly test sets and undoable changes.

Achievements

- Received the Exemplary Performance Award (2023) at Elsner Technologies for delivery on a US-based client engagement.

Certifications

- Adobe Certified Professional – Adobe Commerce Developer | Adobe

Education

Bachelor of Engineering (B.E.) in Computer Engineering 2022
Gujarat Technological University (GTU), Gujarat, India